

OMNICHANNEL RETAILER ADAPTS TO DRIVE ROI



A national retailer worked with Analytic Partners to find the most efficient means of reaching customers across traditional and online media in a highly seasonal market.

Analytic Partners used an adaptive approach to look at which media and messages were providing the best ROI. The analysis led to a 36% increase in ROI and \$16 million in incremental value.

ADAPTIVE APPROACH OPTIMIZES SHORT SEASONAL WINDOW

CHALLENGE

Our client is a national retailer with a short seasonal window to close the majority of sales. The marketing team faced the challenge of planning out large advertising investments before the season while still being able to adjust and tactically optimize results during the season.

SOLUTION

The Analytic Partners team focused on a holistic marketing mix to build the foundation by understanding business drivers, ROI and opportunities for optimizing spend. This was followed by an Adaptive Modeling solution using unified measurement to provide both strategic and tactical insights.

The team found that national TV and search were the most efficient media channels and that there was a strong

synergy between TV, search and display advertisements.

Further analysis uncovered how to improve ROI across channels, from specific quarter-hour TV spots, to copy length, to display and format, to leveraging other synergies like local radio.

Based on these insights and knowledge of cross-channel synergies, digital marketing was observed during the high-season and was continually optimized to improve results in real-time.

RESULTS

After implementing the new tactics, the retailer was able to **boost its ROI by 36%** and drive **\$16 million in incremental value**. In a brief but important window of time, the holistic approach led to impressive sales growth.

▲ **36% ROI
IMPROVEMENT**

▲ **\$16 MILLION IN
INCREMENTAL
VALUE**

“Thank you again for all your efforts on our analytics journey. You continue to prove that we made a great choice based on your knowledge, insights, science, flexibility and overall being a great partner to work with. Keep up the great work!”

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